

The Association of Florida Colleges

2018 LEGISLATIVE DAYS

January 30-31 , 2018

ADVOCACY and ISSUE TRAINING

January 30, 2018

- Noon **Registration Open – AFC Building, 1725 Mahan Dr., Tallahassee, FL 32308**
- 1:00pm Welcome - 2017 AFC President Nika Coleman-Ferrell
- 1:10pm Statewide Legislative Outlook to date – Chris Hansen, Ballard Partners
- 1:25pm The AFC Advocacy Process – Michael Brawer, AFC CEO
- 2:00pm Social Media and Legislative Messaging: How to Be a Good Member Advocate - Karen Moore, President, Moore Communications Group
- 2:45pm Break
- 3:00pm How a Bill Becomes Law – TBD
- 3:45pm 2018 Legislative Issues Review and Talking Points – Jack Hall, College Lobbyists
- 4:15pm Q and A
- 4:45pm Adjourn
- Dinner on Your Own

January 31, 2018

- 8:00 am Visits to Capitol with College Lobbyists
- Noon ADJOURN